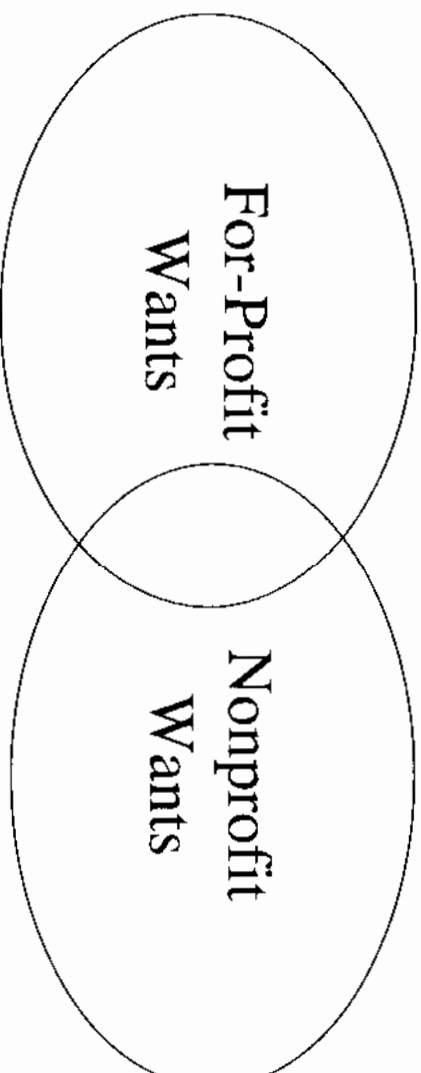


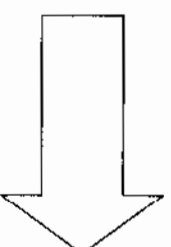
1. Shared Wants



1. Shared Wants

Support

Intervention



2. Results benefit both parties





Potential Partner:

Step 1: Determine Your Goals

Your goal(s) for this partnership is:

Do any of these involve a behavior?

☐ Yes ☐ No

If so, complete and attach a BEHAVE model showing how your partnership is an intervention.

Step 2: Match Partner

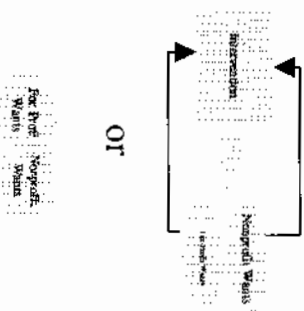
Does the partner have:

- Shared vision
- Identical needs
- Same core goal
- Goal dependent on your group reaching its goal (co-occurring)
- High level commitment
- Grassroots commitment.
- Significant resources allocated
- Excellent reputation
- Experience reaching this goal
- Similar corporate culture
- Needed expertise
- access to key target audience
- Funds for your goal
- Key skills to offer our group
- History working with your group

Match score : _____ of 15.

Step 3: Build Alliance

Chose which type of alliance you plan to build:



Main goal for partner

Main goal for your group

Step 4: Alliance Plan

- Write a plan, with partner, showing:
- Each side's goals
 - Format of partnership
 - Multi-year development plan
 - Time line
 - Allocated resources

Building a partnership requires significant planning up front. This tool can help you build strong partnerships focused on furthering program goals.

Step 1: Determine Your Goals

Your goal(s) for this partnership is:

Step One: List the goal for creating this partnership. Some goals may involve behaviors. For example, you may consider partnering with General Electric to encourage CFL use. If a behavior is involved, use the BEHAVE model to think through how this partnership could help an intervention related to the behavior in question.

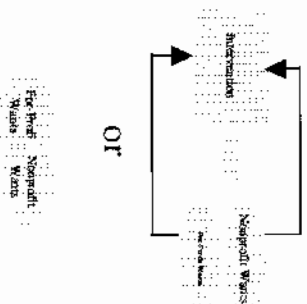
Step 2: Match Partner

Does the partner have:

Step Two: Often you must chose between potential partners to decide where to allocate energy and resources. Use this section to help determine if the potential partnership is a good fit. This could help you rank the potential partners. However, you may still want to pursue a partnership with a lower score because of other factors such as size or political considerations.

Step 3: Build Alliance

Chose which type of alliance you plan to build:



Step Three: Decide what kind of alliance you are building: one where both sides have the same goal or co-occurring goals?

Step 4: Alliance Plan

Write a plan, with partner, showing:

- Each side's goals
- Format of partnership
- Multi-year development plan
- Time line
- Allocated resources

Step four: Create a long-term plan with the partner, but prepare the partner for the potential of short-term projects as well.